Electronic Classified
Kannan Venture   Nov '97
Late '93 founded
    match.com   as test
multi-Client   } Netscape
               { email

16 full time country consultants
No revenue
    3 business areas
        match.com

        Service bureau for classified
            look like backend

        license underlying technology

Demographics driven ads

service backend for publishers that need
classified.

Match.con

18k registered
1K / 5 days
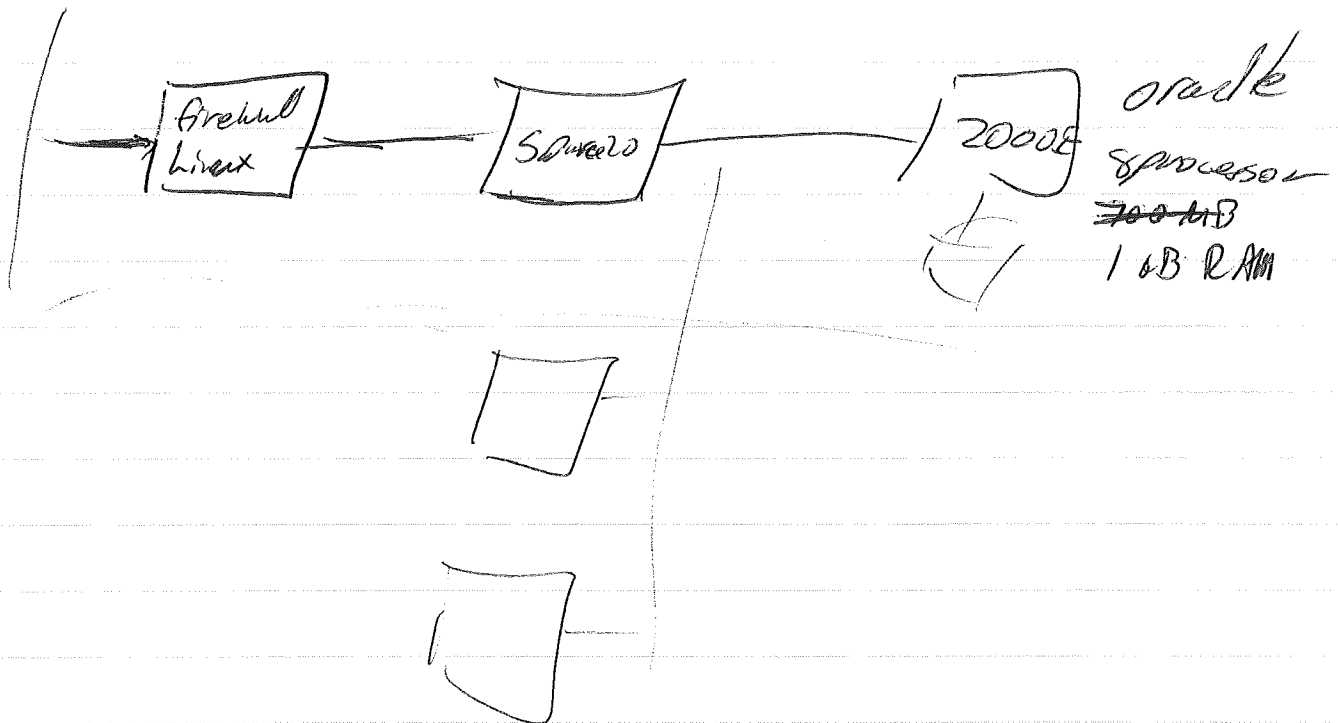
TBD   hits   100k /day
             sessions   300 newusers, 1500 logins
             events   58k /day   bench guests

1. Spure 20 fronten/2000E
                    8 processors

handles email + HTTP right now

firewall   Squee20   2000E   oracle
linux   8 processor
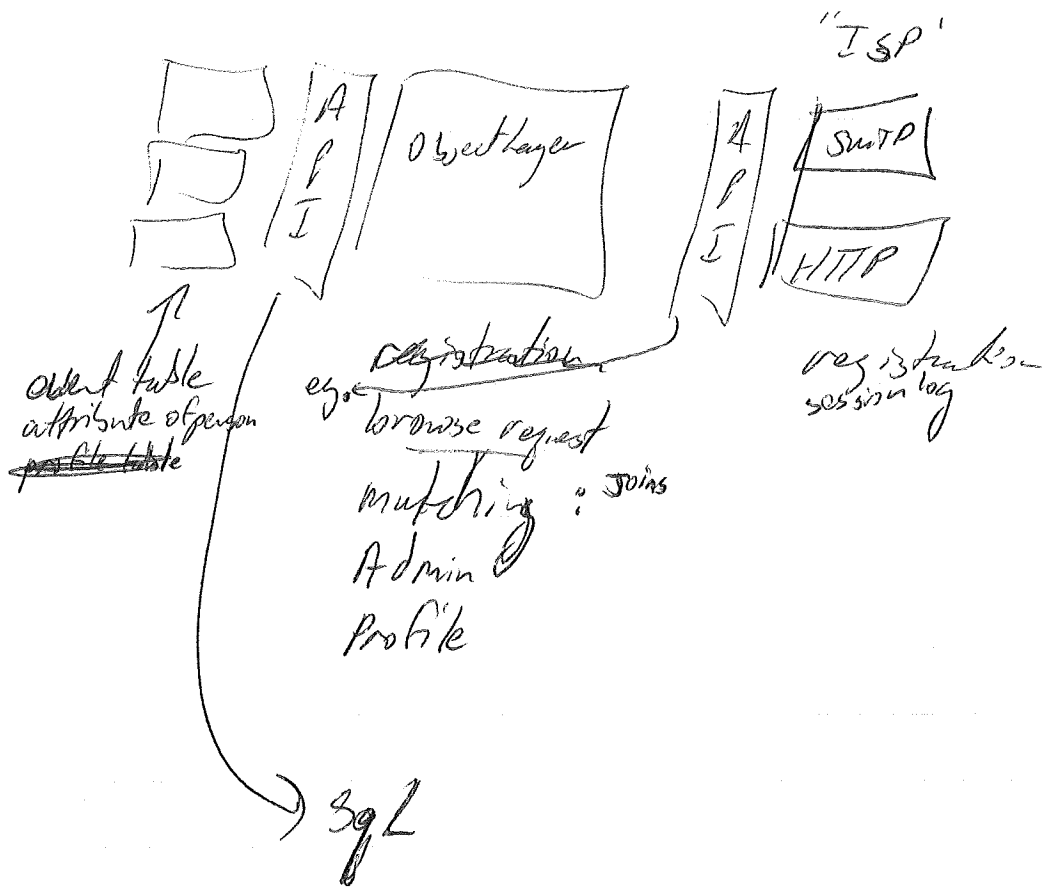   700 MB
                                             1 GB RAM

Tools for rendering

RDL   Resource Description language
          compile time

TPL   Text proc language

"ISP"

| | API | Object Layer | API | SMTP |
| | | | | HTTP |

object table
attribute of person
~~profile table~~

e.g. Registration
browse request
matching : Joins
Admin
Profile

registration
session log

→ SqL

4K hits/hr

3600

~ 1/second

1 - 6/second

16 pple { 3 developer
1 info designer
1 sys admin
2 cust support

To do

TPL / RDL